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CLAIMS

What is claimed is:

- 10 1. A method for tracking the distribution of content electronically, comprising the steps of:
- (a) incorporating an electronic storage medium tracking identifier onto an electronic storage medium;
- (b) detecting the tracking information when the package is coupled with a computer;
- (c) transmitting the tracking information to a server computer; and
- 15 (d) determining appropriate support information utilizing logic in the server computer to transmit to the computer.
2. A method for tracking the distribution of content electronically as recited in claim 1, wherein the server computer performs a table lookup to determine the retailer that sold the package.
- 20 3. A method for tracking the distribution of content electronically as recited in claim 1, wherein the server computer is coupled to the computer via a network.
- 25 4. A method for tracking the distribution of content electronically as recited in claim 1, wherein the server computer transmits information utilizing an internet protocol.
5. A method for tracking the distribution of content electronically as recited in claim 1, wherein a transaction is written to a database memorializing processing.
- 30 6. A method for tracking the distribution of content electronically as recited in claim 1, wherein support information is passed to the server to identify pertinent support information.

- 5 7. An apparatus for tracking the distribution of content electronically, comprising;
- (a) a optical disc electronic storage medium having a burst cut area; and
- (b) a digital code stored in the burst cut area;
- (c) the digital code representative of an identifier of content on the optical disc electronic storage medium;
- 10 (d) the apparatus including logic that detects the tracking information when the electronic storage medium is coupled with a computer;
- (e) the apparatus including logic that transmits the tracking information to a server computer; and
- (f) the apparatus including logic in the server computer that determines appropriate support information utilizing logic in the server computer to transmit to the computer.
- 5 8. An apparatus for tracking the distribution of content electronically as recited in claim 7, wherein the server computer performs a table lookup to determine the retailer that sold the package.
- 20 9. An apparatus for tracking the distribution of content electronically as recited in claim 7, wherein the server computer is coupled to the computer via a network.
10. An apparatus for tracking the distribution of content electronically as recited in claim 7, wherein the server computer transmits information utilizing an internet protocol.
- 25 11. An apparatus for tracking the distribution of content electronically as recited in claim 7, wherein a transaction is written to a database memorializing processing.
- 30 12. A program embodied on a computer readable medium for identifying and providing a response to the use of an electronic storage medium having an identifier incorporated thereon, the program comprising:
- (a) a code segment that reads the identifier of the electronic storage medium upon being input into a computer by a user;

- 5 (b) a code segment that detects the tracking information when the package is coupled with a computer;
- (c) a code segment that transmits the tracking information to a server computer; and
- (d) a code segment in the server computer that determines appropriate support information utilizing logic in the server computer to transmit to the computer.

10 13. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 12, wherein the server computer performs a table lookup to determine the retailer that sold the package.

14. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 12, wherein the server computer is coupled to the computer via a network.

15. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 12, wherein the server computer initiates support of authorized information utilizing a transaction from the server computer.

16. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 12, wherein a transaction is written to a database memorializing processing.

17. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 12, including a code segment that receives live support information from the server computer.

- 5 18. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 17, including a code segment that transmits support criteria to the server computer.
- 10 19. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 12, including a code segment that posts support indicia of video, user information, and a suitable player to a database.

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